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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/964,600	09/28/2001	Mihoko Kawahara	826.1761	2413
21171	7590	03/11/2005	EXAMINER	
STAAS & HALSEY LLP SUITE 700 1201 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005			LASTRA, DANIEL	
			ART UNIT	PAPER NUMBER
			3622	

DATE MAILED: 03/11/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

*(Signature)*  
**Office Action Summary**

Application No.	Applicant(s)	
09/964,600	KAWAHARA ET AL.	
Examiner	Art Unit	
DANIEL LASTRA	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE \_\_\_\_ MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) Responsive to communication(s) filed on \_\_\_\_.
- 2a) This action is FINAL.                            2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) Claim(s) 1-24 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_ is/are allowed.
- 6) Claim(s) 1-24 is/are rejected.
- 7) Claim(s) \_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) All    b) Some \* c) None of:
  1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date 09/28/01.
- 4) Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_.
- 5) Notice of Informal Patent Application (PTO-152)
- 6) Other: \_\_\_\_.

### **DETAILED ACTION**

1. Claims 1-24 have been examined. Application 09/964,600 (PORTABLE TERMINAL DEVICE FOR PROVIDING AND OBTAINING ADVERTISEMENT INFORMATION, ADVERTISEMENT PROVIDING METHOD, ADVERTISEMENT OBTAINING METHOD, ADVERTISEMENT DISTRIBUTING METHOD AND PROGRAM THEREFOR) has a filing date 09/28/2001 and foreign priority 06/04/2001.

#### ***Claim Rejections - 35 USC § 112***

2. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

Claims 4, 5 and 10-12 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Claims 3 and 4 recite requesting a portable terminal device of an advertisement medium to transmit advertising information and displaying the received advertising information on the portable terminal device. The claims are indefinite because the same portable terminal device is transmitting and receiving the same information.

Claim 12 recites the limitation "said portable terminal device". There is insufficient antecedent basis for this limitation in the claim.

#### ***Claim Rejections - 35 USC § 102***

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-24 are rejected under 35 U.S.C. 102(e) as being anticipated by Joao (U.S. 2001/0037205).

As per claim 1, Joao teaches:

An advertisement providing method, comprising:

storing in a portable terminal device advertising information about goods an advertisement medium has on or with (see paragraphs 18-20; 87-88); and transmitting the advertising information by a wireless signal upon receipt of a request to transmit advertising information (see paragraph 18-20; 86).

As per claim 2, Joao teaches:

The method according to claim 1, wherein said advertising information includes information specifying a position in a network of a server which provides advertising information about goods (see paragraph 12).

As per claim 3, Joao teaches:

A portable terminal device, comprising:

a wireless signal transmission and reception unit (see paragraph 86);  
a storage unit storing advertising information about goods a advertisement medium has on or with (see paragraphs 77); and

a control unit instructing said wireless signal transmission and reception unit to transmit advertising information stored in said storage unit when a request to transmit advertising information is received (see paragraphs 18-20).

As per claim 4, Joao teaches:

An advertisement obtaining method, comprising:

requesting a portable terminal device for an advertisement medium to transmit advertising information (see paragraphs 18-20);

receiving advertising information about goods the advertisement medium has on or with transmitted from said portable terminal device of the advertisement medium (see paragraphs (see paragraphs 18-20); and

displaying the received advertising information on the portable terminal device (see paragraphs 18-20; 87).

As per claim 5, Joao teaches:

An advertisement obtaining method, comprising:

requesting an portable terminal device of an advertisement medium to transmit advertising information (see paragraphs 18-20);

receiving advertising information, transmitted from the portable terminal device of an advertisement medium, about goods the advertisement medium has on or with; and displaying the received advertising information on the portable terminal device (see paragraphs 18-20).

As per claim 6, Joao teaches:

The method according to claim 4, wherein user-specified information received from a plurality of advertisement medium and a profile of the advertisement medium having goods on or with whose advertisement is to be obtained (see paragraph 132).

As per claim 7, Joao teaches:

A portable terminal device, comprising:

wireless signal transmission and reception an advertisement request unit requesting an portable terminal device of an advertisement medium to transmit advertising information (see paragraphs 18-20); and

a control unit instructing the wireless signal transmission and reception unit to receive advertising information, transmitted from the portable terminal device of an advertisement medium, about goods the advertisement medium has on or with, and displaying the received advertising information (see paragraphs 18-20).

As per claim 8, Joao teaches:

A computer-executable program for realizing the functions of:

storing advertising information about goods an advertisement medium has on or with in a portable terminal device (see paragraphs 18-20); and

transmitting stored advertising information by a wireless signal when a request to transmit advertising information is received (see paragraph 18-20; 86).

As per claim 9, Joao teaches:

A computer-readable storage medium storing a program for realizing the functions of:

storing advertising information about goods an advertisement medium has on or with in a portable terminal device (see paragraphs 18-20); and

transmitting stored advertising information by a wireless signal when a request to transmit advertising information is received (see paragraphs 18-20; 86).

As per claim 10, Joao teaches:

A computer-executable program for realizing the functions of:

requesting a portable terminal device for an advertisement medium to transmit advertising information (see paragraphs 18-20); and

receiving advertising information about goods the advertisement medium has on or with transmitted from said portable terminal device of an advertisement medium, and displaying the received advertising information on the portable terminal device (see paragraphs 18-20).

As per claim 11, Joao teaches:

A computer-readable storage medium storing a program for realizing the functions of:

requesting a portable terminal device for an advertisement medium to transmit advertising information (see paragraphs 18-20); and

receiving advertising information about goods the advertisement medium has on or with transmitted from said portable terminal device of an advertisement medium, and displaying the received advertising information on the portable terminal device (see paragraphs 18-20).

As per claim 12, Joao teaches:

The storage medium according to claim 11, wherein said portable terminal device has the functions of performing wireless communications with a wireless base station in a portable telephone network, and performing wireless communications with the portable terminal device (see paragraph 86).

As per claim 13, Joao teaches:

An advertisement distributing method, comprising:  
storing plural pieces of advertising information (see paragraph 18);  
receiving a user entry of an advertisement medium (see paragraphs 18-20);  
distributing advertising information about goods to a portable terminal device of an advertisement medium who has gained user entry (see paragraphs 18-20); and  
retrieving a corresponding advertisement and distributing the advertisement to a portable terminal device of a consumer when a request to view an advertisement is received according to advertising information transmitted from the portable terminal device of an advertisement medium to the portable terminal device of a consumer (see paragraphs 18-20).

As per claim 14, Joao teaches:

A computer-executable program for realizing the functions of:  
storing plural pieces of advertising information (see paragraph 18);  
receiving a user entry of an advertisement medium (see paragraphs 18-20);  
distributing advertising information about goods to a portable terminal device of an advertisement medium who has gained user entry (see paragraphs 18-20); and

retrieving a corresponding advertisement and distributing the advertisement to a portable terminal device of a consumer when a request to view the advertisement is received according to advertising information transmitted from the portable terminal device of an advertisement medium to the portable terminal device of the consumer (see paragraphs 18-20).

As per claim 15, Joao teaches:

An advertisement distributing method, comprising:

storing plural pieces of advertising information (see paragraphs 18-20);

distributing advertising information about goods at a request of an advertisement medium to a portable terminal device (see paragraphs 18-20); and

giving an advertising reward to the advertisement medium who has provided the advertising information when a consumer views an advertisement or buys the goods after receiving the advertising information and according to the advertising information transmitted from a portable terminal device of the advertisement medium to the portable terminal device of the consumer (see paragraphs 18-20).

As per claim 16, Joao teaches:

An advertisement distributing method, comprising:

storing plural pieces of advertising information (see paragraphs 18-20); and

receiving a user entry of an advertisement medium (see paragraphs 18-20),

distributing advertising information about goods to a portable terminal device of the advertisement medium who has gained user entry (see paragraphs 18-20), and

realizing the function of requesting transmission of advertising information or transmitting advertising information between the portable terminal device of the advertisement medium and the portable terminal device of a consumer (see paragraphs 18-20; 87-88).

As per claim 17, Joao teaches:

A advertisement distributing method, comprising:

storing plural pieces of advertising information (see paragraph 18);

receiving a user entry of an advertisement medium (see paragraphs 18-20);

distributing advertising information about goods to a portable terminal device of the advertisement medium who has gained user entry (see paragraphs 18-20); and

retrieving a corresponding advertisement and distributing the advertisement to a portable terminal device of a consumer when a request to view the advertisement is issued from the portable terminal device of the consumer with the advertising information and user-specified information for designation of the advertisement medium specified (see paragraphs 18-20).

As per claim 18, Joao teaches:

An advertisement distributing method, comprising:

storing plural pieces of advertising information (see paragraph 18);

receiving a user entry of an advertisement medium (see paragraphs 18-20);

retrieving advertising information of corresponding goods when a request to view advertising information is received from a portable terminal device of a consumer

containing user specified information about an advertisement medium and a retrieval condition of goods (see paragraphs 18-20); and

distributing the advertising information obtained by the retrieval to the portable terminal device of the consumer (see paragraphs 18-20).

As per claim 19, Joao teaches:

The method according to claim 18, wherein said user information comprises user-specified information, information designating whether or not an advertisement can be distributed, a term of distribution, and information designating access destination for advertising information (see paragraph 24).

As per claim 20, Joao teaches:

An advertisement distributing method, comprising:

storing plural pieces of advertising information (see paragraph 18);

accepting user entry of an advertisement medium (see paragraph 18);

storing user-specified information and a profile about the advertisement medium who has gained the user entry, and advertisement specified information for designation of advertising information about goods the advertisement medium has on or with (see paragraph 18-20); and

retrieving the advertisement medium having a matching or similar profile to a profile specified by a consumer from information about the entered advertisement medium and distributing advertising information of goods the advertisement medium has on or with to a portable terminal device of the consumer when a request to view an advertisement with the user specified information and the profile of the advertisement

medium specified by the consumer is received from the portable terminal device of the consumer (see paragraphs 18-20; 71-73).

As per claim 21, Joao teaches:

The method according to claim 20, wherein a profile matching or similar to the profile of an advertisement medium specified by the consumer is retrieved (see paragraph 132);

advertisement specified information stored as associated with the advertisement medium having matching or similar profile specified by the consumer is obtained (see paragraph 132); and

advertising information specified by the obtained advertisement specified information is retrieved, and the advertising information obtained by the retrieval is distributed to the portable terminal device of the consumer (see paragraph 132).

As per claim 22, Joao teaches:

A advertisement distributing method, 15 comprising:

storing plural pieces of advertising information (see paragraph 18);

accepting a user entry of an advertisement medium and a consumer, and storing user-specified information about the advertisement medium who has gained the user entry, goods specified information designating goods the advertisement medium has on or with, user-specified information about the consumer who has gained the user entry, and a profile of the consumer (see paragraphs 18-20; 132);

retrieving the goods specified information designating the goods the advertisement medium has on or with corresponding to the user-specified information

about the advertisement medium, and the profile of the consumer corresponding to the user specified information about the consumer (see paragraphs 18-20);

obtaining advertising information matching the profile of the consumer based on the retrieval result (see paragraph 132); and

distributing the obtained advertising information to a portable terminal device of a consumer (see paragraph 132).

As per claim 23, Joao teaches:

An advertisement distribution device, 15 comprising:

an advertisement storage unit storing plural pieces of advertising information (see paragraph 18);

an entry unit accepting a user entry of an advertisement medium (see paragraphs 18-20);

an advertisement distribution unit distributing advertising information about goods to a portable terminal device of an advertisement medium who has gained the user entry (see paragraphs 18-20); and

a retrieval/distribution unit retrieving a corresponding advertising information from said advertisement storage unit, and distributing the advertising information to a portable terminal device of a consumer (see paragraphs 18-20).

As per claim 24, Joao teaches:

An advertisement distribution device, comprising:

an advertisement storage unit storing plural pieces of advertising information (see paragraphs 18-20);

an entry unit accepting a user entry of an to advertisement medium (see paragraphs 18-20);

a user information storage unit storing a profile and user-specified information about the advertisement medium who has gained the user entry (see paragraphs 18-20),

and advertisement specified information designating advertising information about goods the advertisement medium has on or with (see paragraphs 18-20); and

retrieving the advertisement medium having a matching or similar profile to a profile specified by a consumer from said user information storage unit and distributing advertising information of goods the advertisement medium has on or with to a portable terminal device of a consumer when a request to view an advertisement with user specified information and the profile of the advertisement medium specified by the consumer is received from the portable terminal device of the consumer (see paragraph 132).

### ***Conclusion***

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

- Stewart teaches a system for geographic based communication service.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 703-306-5933. The examiner can normally be reached on 9:30-6:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ERIC W STAMBER can be reached on 703-305-8469. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

The Examiner is scheduled to move to the new Alexandria office in April 2005 (or later). The Alexandria phone number would be 571-272-6720 and RightFax number 571-273-6720. The examiner's supervisor, Eric W. Stamber, new Alexandria number would be 571-272-6724. The current numbers would be in service until the move.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

DL

Daniel Lastra  
February 20, 2005

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